

# North Bay Marketing Meetup

Getting the Most From Advertising



# Today's Agenda

1. Why Advertise Your Brand
2. Set-up for Success (results)
3. Working with the right partners -  
Introduce our guests
4. NBC Partnership
5. Latest in Broadcast
6. Success Stories Opportunities
7. Questions



# Advertising Your Brand



# Reasons to Use Broadcast

Share Your Brand Story

Reach

Competition

New Launch

Expanding Campaign Mix

Support Digital Campaign



# Foundation for Success



# Getting Results

Landing Page

Tracking phone number

Nurture Strategy

Tracking Offer

KPI's



# The Right Partners



# Creative Budgets Unique Opportunities

Understand Your Goals

Match Product to Results

Tracking and Reporting

Responsive

Transparency

Partnership vs Transaction





# Welcome to our friends from NBC!

- John Feeley
- Kelly Shively



Questions?

